



ROLE DESCRIPTION

JOB TITLE	Stakeholder Relations and Communications Manager	VERSION DATE	August 2024
NAME OF INCUMBENT		NUMBER OF POSITIONS	1
LOCATION		DEPARTMENT	
JOB FAMILY		REPORTS TO (Position)	Executive Stakeholder Relations and Communication
GRADE			

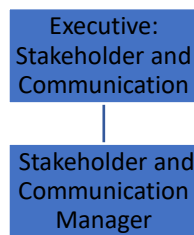
PRIMARY PURPOSE

To drive the Trust's success by cultivating strong relationships with key stakeholders and enhancing its public image through effective communication strategies. This role is instrumental in building trust, fostering collaboration, and achieving organizational goals by serving as the primary liaison between the organization and its various stakeholders.

Key Performance Areas:

- **Strategic Stakeholder Engagement:** Develop and execute a comprehensive stakeholder engagement plan to identify, prioritize, and build relationships with key stakeholders.
- **Reputation Management:** Protect and enhance the organization's reputation through proactive communication and crisis management.
- **Communication Excellence:** Develop and implement effective communication channels to share information, build awareness, and engage stakeholders.
- **Performance Measurement:** Track and analyze key performance indicators to measure the impact of stakeholder relations and communication efforts.

ORGANOGRAM



KEY PERFORMANCE AREAS AND RESPONSIBILITIES

Key Performance Area	Performance Outputs
Strategic Stakeholder Engagement	<p>Develop and execute a comprehensive stakeholder engagement strategy to build and maintain strong relationships.</p> <ul style="list-style-type: none"> • Identify and prioritize key stakeholders: Conduct a thorough analysis to determine the interests, influence, and impact of key stakeholders. • Develop stakeholder profiles: Create detailed profiles outlining stakeholder expectations, communication preferences, and engagement strategies. • Build trust and rapport: Foster open and honest communication, actively listen to stakeholder needs, and demonstrate a commitment to addressing their concerns. • Develop and implement a stakeholder engagement plan: Create a tailored plan outlining engagement activities, timelines, and responsibilities.

	<ul style="list-style-type: none"> • Measure and evaluate stakeholder satisfaction: Regularly assess the effectiveness of engagement efforts and make necessary adjustments. • Manage stakeholder expectations: Proactively communicate with stakeholders, providing timely updates and transparent information. <p>Identify and mitigate potential risks: Anticipate and address potential challenges to maintain positive relationships.</p> <ul style="list-style-type: none"> • Leverage stakeholder insights: Incorporate stakeholder feedback into decision-making processes to improve organizational performance.
Reputation Management	<p>Protect and enhance the Trust's reputation through proactive communication and crisis management.</p> <ul style="list-style-type: none"> • Monitor online and offline reputation: Utilize tools to track mentions, reviews, and social media conversations. • Identify potential threats: Proactively identify and assess potential reputational risks. • Develop a crisis communication plan: Create a comprehensive plan to address negative incidents and protect the organization's reputation. • Manage media relations: Build and maintain positive relationships with journalists and media outlets. • Respond to negative feedback: Develop a process for addressing customer complaints and negative online reviews promptly and effectively. • Build a positive online presence: Create and distribute high-quality content to improve search engine rankings and online visibility. • Measure and analyze reputation: Track key performance indicators to assess the effectiveness of reputation management efforts.
Communication Excellence	<p>Develop and implement effective communication channels to share information, build awareness, and engage stakeholders.</p> <ul style="list-style-type: none"> • Identify key audiences: Define target audiences and tailor communication messages accordingly. • Develop a communication plan: Create a strategic plan outlining communication goals, channels, and timelines. • Create compelling content: Develop clear, concise, and engaging content across various platforms. • Manage internal communications: Foster open and transparent communication within the organization. • Leverage digital channels: Utilize social media, email, and other digital platforms to reach a wider audience. • Measure communication effectiveness: Track key performance indicators to assess the impact of communication efforts.

ADHOC: Perform any and all responsible tasks given by the Manager	
MINIMUM REQUIREMENTS (What is required to perform the Essential Duties)	
Minimum	Ideal
<ul style="list-style-type: none"> • Degree or equivalent (NQF 7) - Communication Science or Stakeholder Management or Social Sciences or related. 	<ul style="list-style-type: none"> • Post-graduate studies in Communication or Stakeholder Management will be an advantage.
<ul style="list-style-type: none"> • 5 - 8 Years' 	
Knowledge, Skills and Abilities Required (Competencies & level of competencies)	
Minimum	Ideal

Managerial and Technical Competencies: <ul style="list-style-type: none"> • Corporate communication • Stakeholder engagement • Public outreach campaigns • Issues management • Experience in working with stakeholders across SADC region • Project management • Marketing • Computer Literacy (MS Office Advanced) • Business Writing • Financial Management • Knowledge of compensation sector and related concepts, functions, procedures and practices. • Knowledge of policies, procedures and processes • Require specific knowledge and experience of the logistics of working with peri-urban and rural communities. • English plus second language 		Generic Competencies: <ul style="list-style-type: none"> • Attention to detail • Organising • Administration • Rapport building • Verbal and written communication • Personal development • Tact • Teamwork • Adaptability • Customer Focus 	
WORKING CONDITIONS office bound/on-site/travel			
Office Environment, local travel			
I have reviewed and determined that this role description accurately reflects the position			
Manager signature	Date	Employee signature	Date
	13 August 2024		
Human Resources signature	Date		
<p>The preceding job description has been designed to indicate the general nature and level of work performed by employees. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.</p>			